



An Roinn Coimirce Sóisialaí
Department of Social Protection

Jobseeker Satisfaction Study

November - December 2020

Prepared by
Behaviour & Attitudes

J.202169
Private & Confidential





Jobseeker Findings

Research Background & Objectives

- Following on from the Jobseekers January-February 2020 survey, the Department of Social Protection wished to update and benchmark the continuous tracking study as follows:
 - ❖ Overall satisfaction with Intreo centre / Branch office
 - ❖ Satisfaction with Intreo / Branch offices
 - ❖ Satisfaction with Intreo / Branch Staff
 - ❖ Satisfaction with Intreo / Branch services
 - ❖ Satisfaction with Intreo / Branch processes
 - ❖ Rating of Intreo/Branch office compared to main bank
 - ❖ Suggested improvements to overall experience
 - ❖ Reasons for dissatisfaction



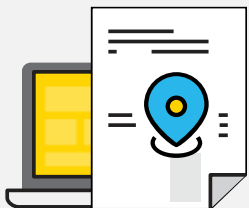


The research was conducted through a Quantitative survey via the use of CATI interviewing (Computer Assisted Telephone Interviewing).

A structured questionnaire was administered to the sample of 1,000 Jobseeker survey respondents.

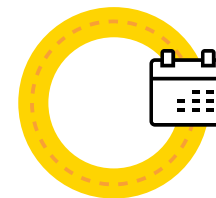


A representative sample of Jobseekers in terms of DSP region, Jobseeker type, gender and office type (Intreo or branch) was surveyed.



All interviewing was conducted by fully trained and experienced members of the Behaviour & Attitudes field-force, who work under direct supervision and are subject to rigorous quality controls. All aspects of our CATI survey operate to the guideline standards established by the company's membership of the MRS and ESOMAR (the international industry representative body).

All data was anonymised in line with Data Protection regulations and B&A ISO 27001 Information Security Management system.



	Sample Size	Fieldwork dates
2020	1000	12/11/20 – 14/12/2020
2020	1004	29/01/2020 – 10/02/2020
2018	1007	23/10/2018 - 07/11/2018
2017	1014	17/10/2017 - 02/11/2017
2016	1171	03/10/2016 - 01/11/2016
2015	1010	14/10/2015 - 23/10/2015



Touchpoints Assessed



- The questionnaire was modified this wave to take account of those who interacted with the office either in person, or on an online or telephone basis (this was relevant for all who could not travel or meet case officers face to face while restrictions were in force).
- The first Touchpoint regarding Office performance was split as follows:
 - Those who had face to face meetings answered questions regarding the face to face experience (N – 404 respondents)
 - With those who had telephone or online contact answered questions regarding the remote experience (N – 474 respondents). The full list of touchpoints assessed are illustrated below and on the next slide.

OFFICE (Face to Face)

- Convenient opening hours
- Easy location
- Screens/ posters informative and useful
- Pointed to the right place to go

OFFICE (Remote)

- Information re remote connection easy to understand
- Ability to connect with case officer online or phone
- Preferred meeting online/phone
- Information re remote connection easy to find



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STAFF

- Friendly
- Feel valued
- Try their best for me
- Friendly and made me feel welcome



SERVICES

- Good understanding of process / service
- Quick claim decision
- Improve prospects of getting a job
- One to one meetings with case officer helpful
- Jobs Ireland service useful in helping my job search



PROCESS

- Making my claim online or in person
- Case officer meetings
- Overall supports and service
- Dept of Social Welfare Online Services
- Getting on to a course/ getting a job
- Registering profile on Jobs Ireland
- Training attended



Executive Summary

Executive Summary - Jobseeker



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Over **Three in four** participants (**77%**) say they are satisfied with the Intreo centre/Branch office and services – this is up 3% on February 2020 findings.



Overall, scores across the key areas of Office, Staff, Services and Process are strong and all scores have improved versus Feb 2020. (exception: convenient opening hours)



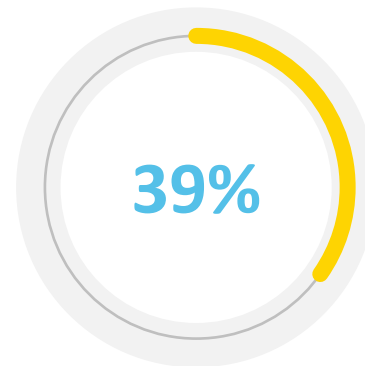
Jobseeker clients are most satisfied with **being directed to the right place to go, easy location, friendly greeting** and **staff being good at their jobs**. Meanwhile the Jobs Ireland service, and improving Job prospects registered the lowest scores – however, these have both improved on Feb 2020 findings.



Scores were high for the new remote office facilities, with most average scores above 4 out of 5.



A greater proportion rate the Intreo/Branch service as better than their main bank, by a ratio of 5:1.



Almost **4 in 10 clients (39%)** would not change anything about their experience with the Intreo centre/Branch office. Up 10% vs Feb 20.



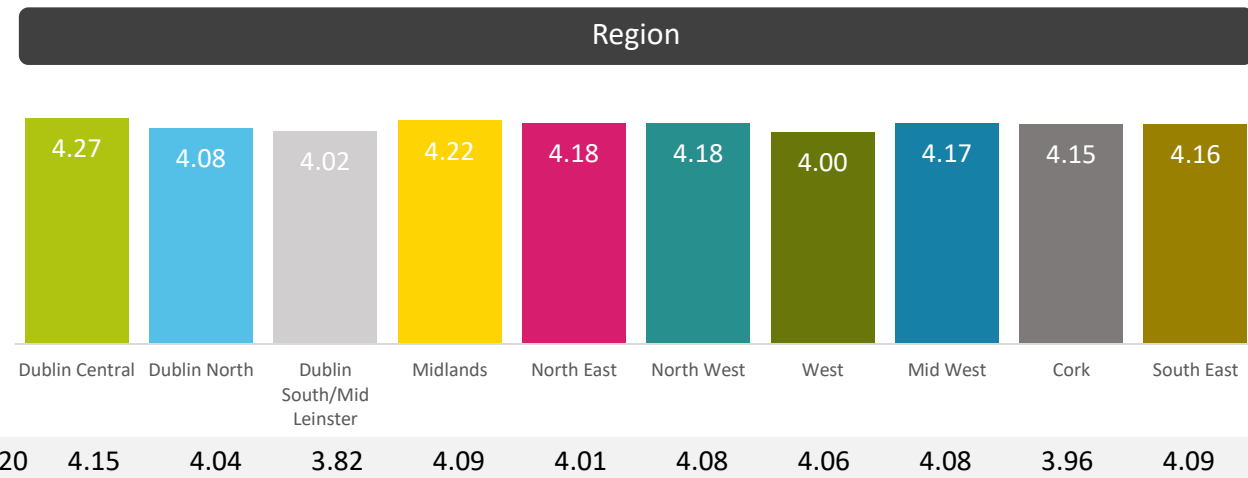
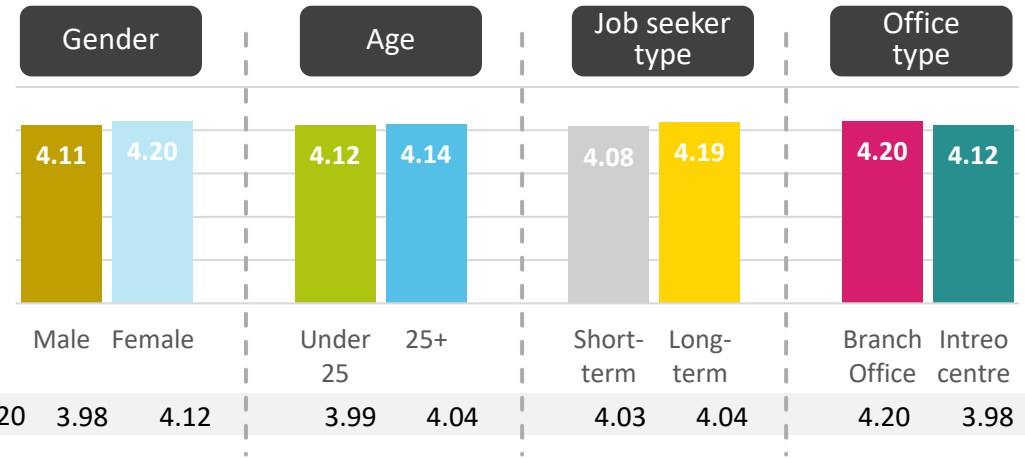
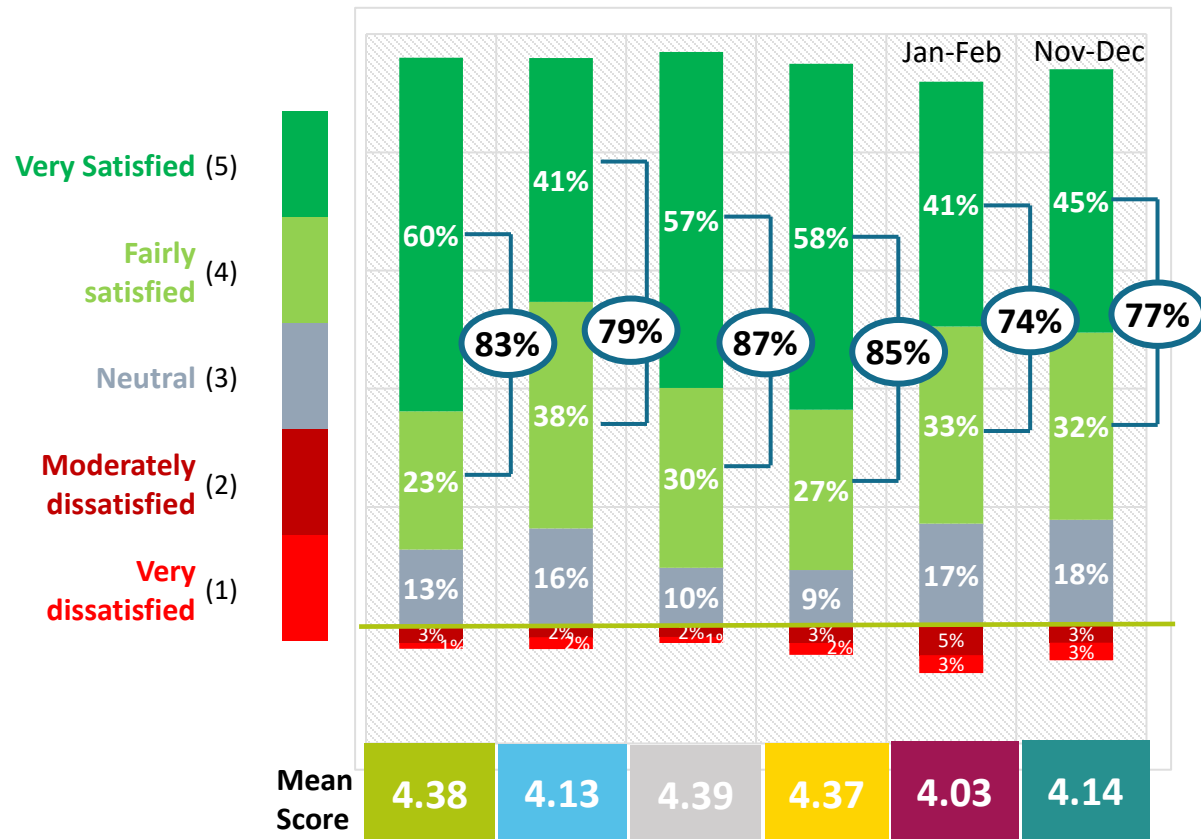
Those who suggested customer service improvements, highlighted staff issues (lower by 6% for this period), and improved communication. Short term Jobseekers are significantly more likely to seek improvements and clarity around communications (24% vs 12% for longer term unemployed).

Overall Satisfaction

Overall Satisfaction scores are marginally higher than in January to February 2020



2015 2016 2017 2018 2020



Q.1 Considering all your experiences with the Intreo centre/Branch office (as appropriate) and services how would you rate your overall satisfaction, using a scale of 1 to 5, where 1 is 'Very dissatisfied' and 5 is 'Very satisfied'.

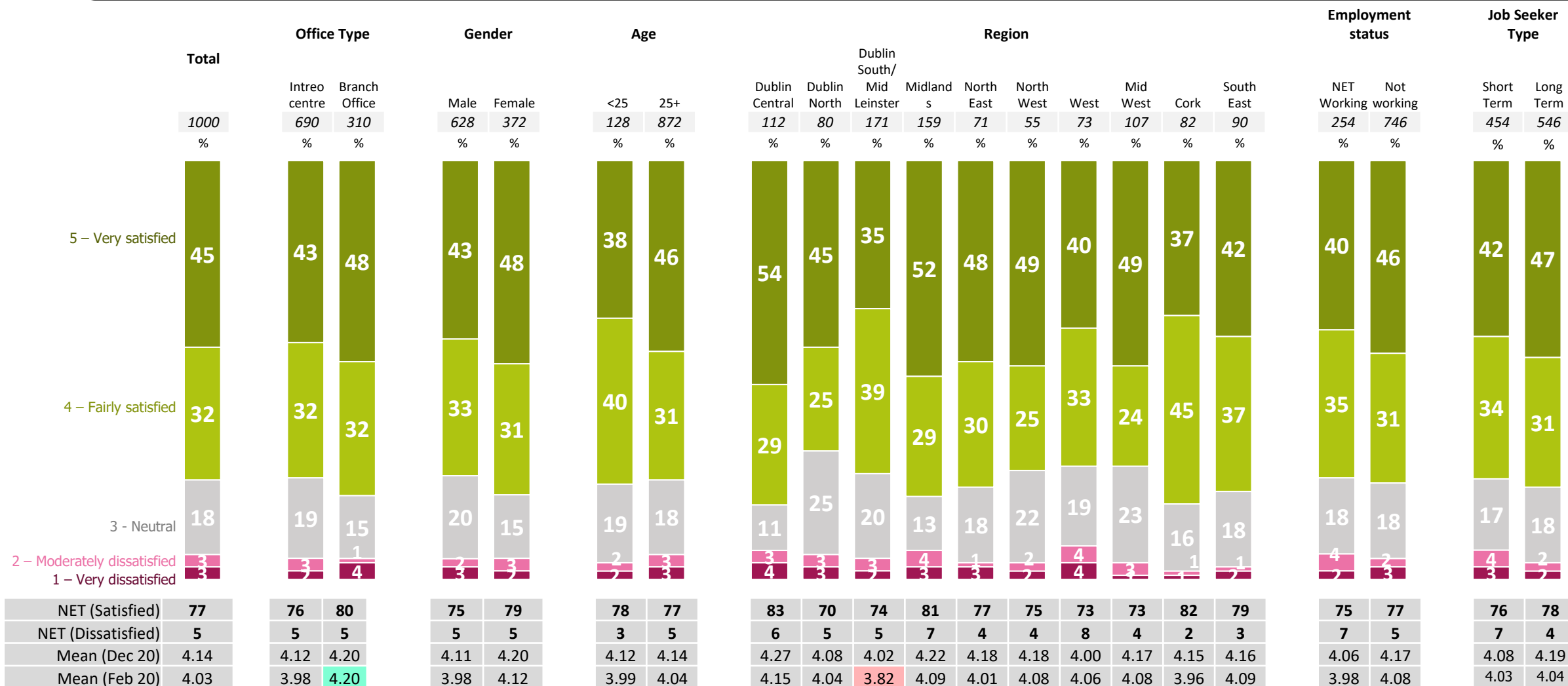
Overall Satisfaction - November-December 2020

Base: All Jobseeker Participants N – 1,000

■ Statistically higher than total
■ Statistically lower than total



There are no statistically significant differences in overall satisfaction with the Intreo Centre or Branch Office channels, nor indeed between any of the other Jobseeker participant categories. This represents a shift from the January-February 2020 survey, when satisfaction with the branch channel was higher than the Intreo channel.



Q.1 Considering all your experiences with the Intreo centre/Branch office (as appropriate) and services how would you rate your overall satisfaction, using a scale of 1 to 5, where 1 is 'Very dissatisfied' and 5 is 'Very satisfied'.

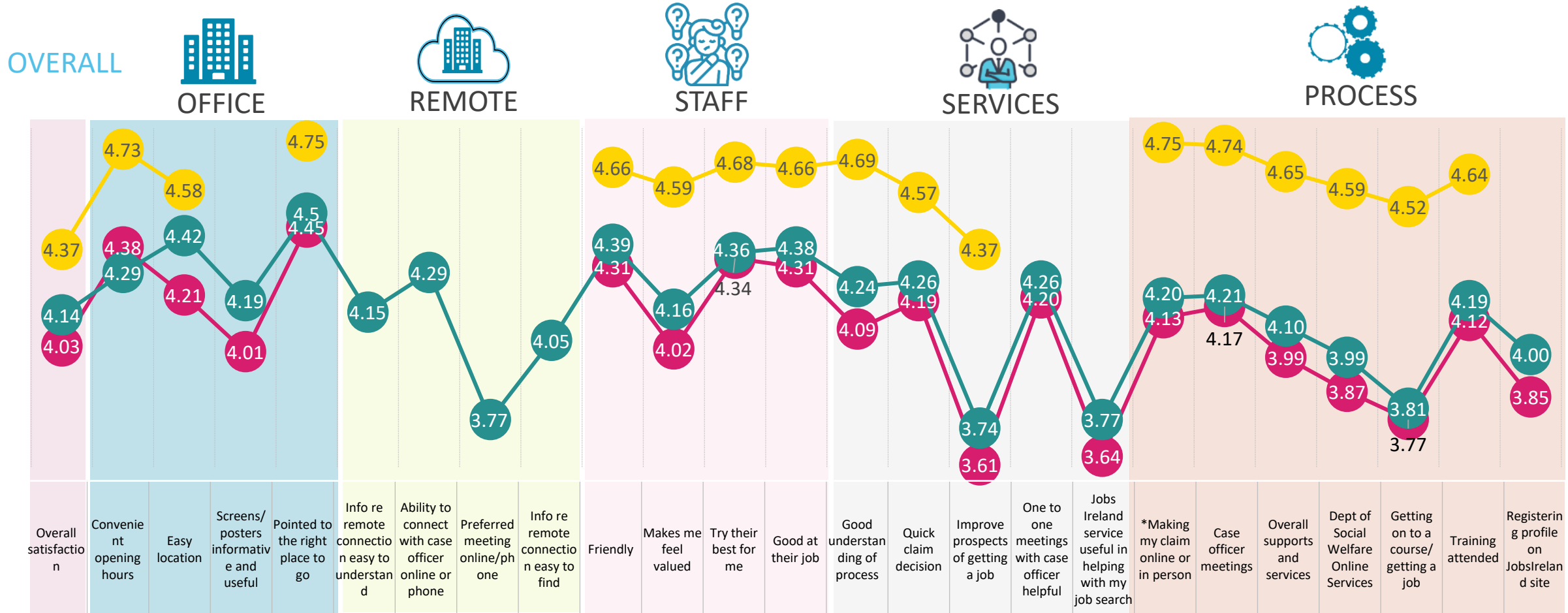
Overview of Performance



Base: All Jobseeker Participants

Highest satisfaction scores are registered for the right place to go, easy location, friendly staff, staff trying their best, and staff being good at their job. Lowest satisfaction is for the Jobs Ireland service, and improving Job prospects.

● 2018 ● Feb-20 ● Dec-20



*Previous making my first claim

Q.2-5 Now thinking about the Intreo centre/Branch office (as appropriate). Please indicate your level of agreement with the following statements. For each statement, please use a scale of 1 to 5, where 1 is 'Disagree Completely' and 5 is 'Agree Completely'.





Performance

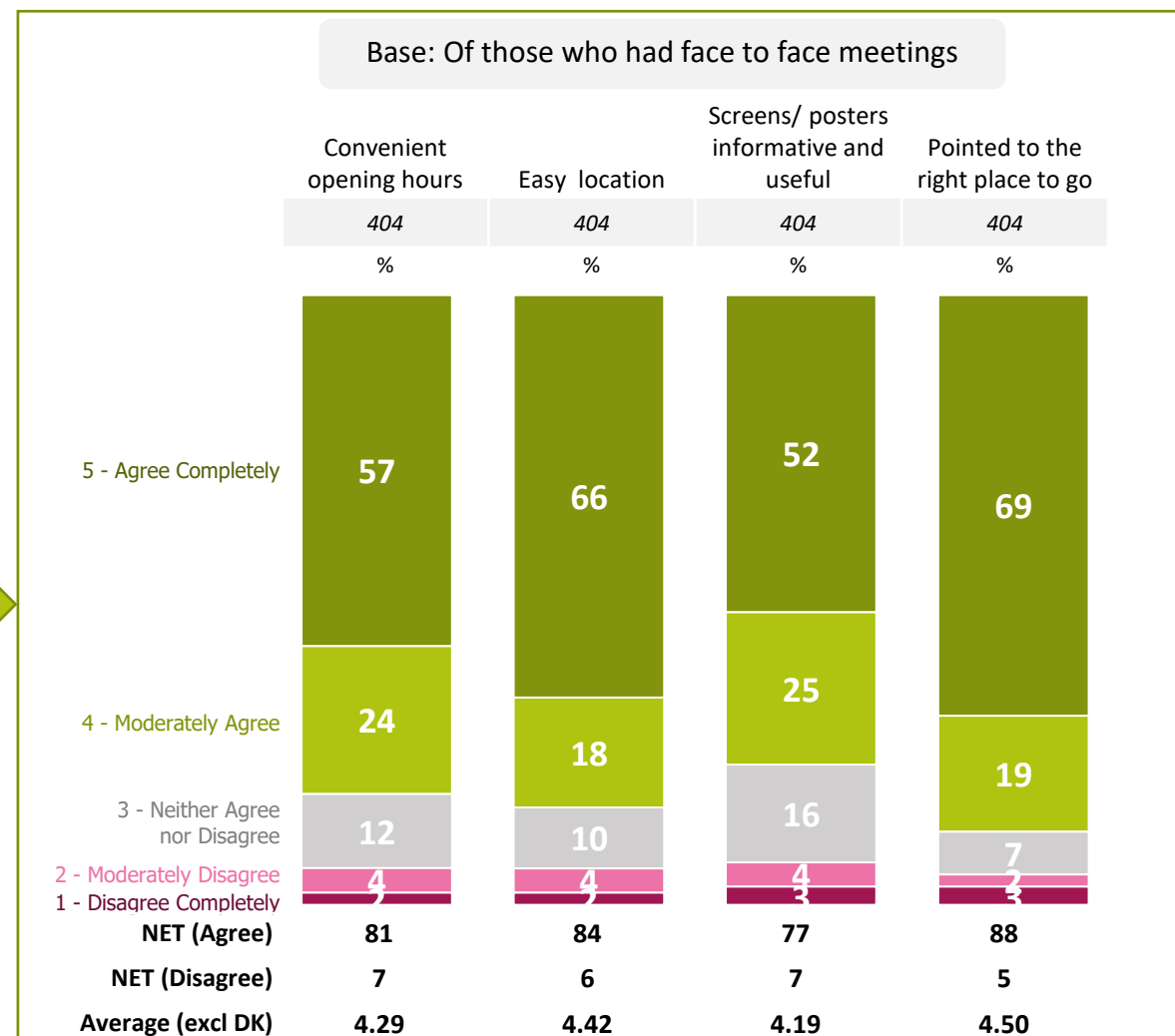
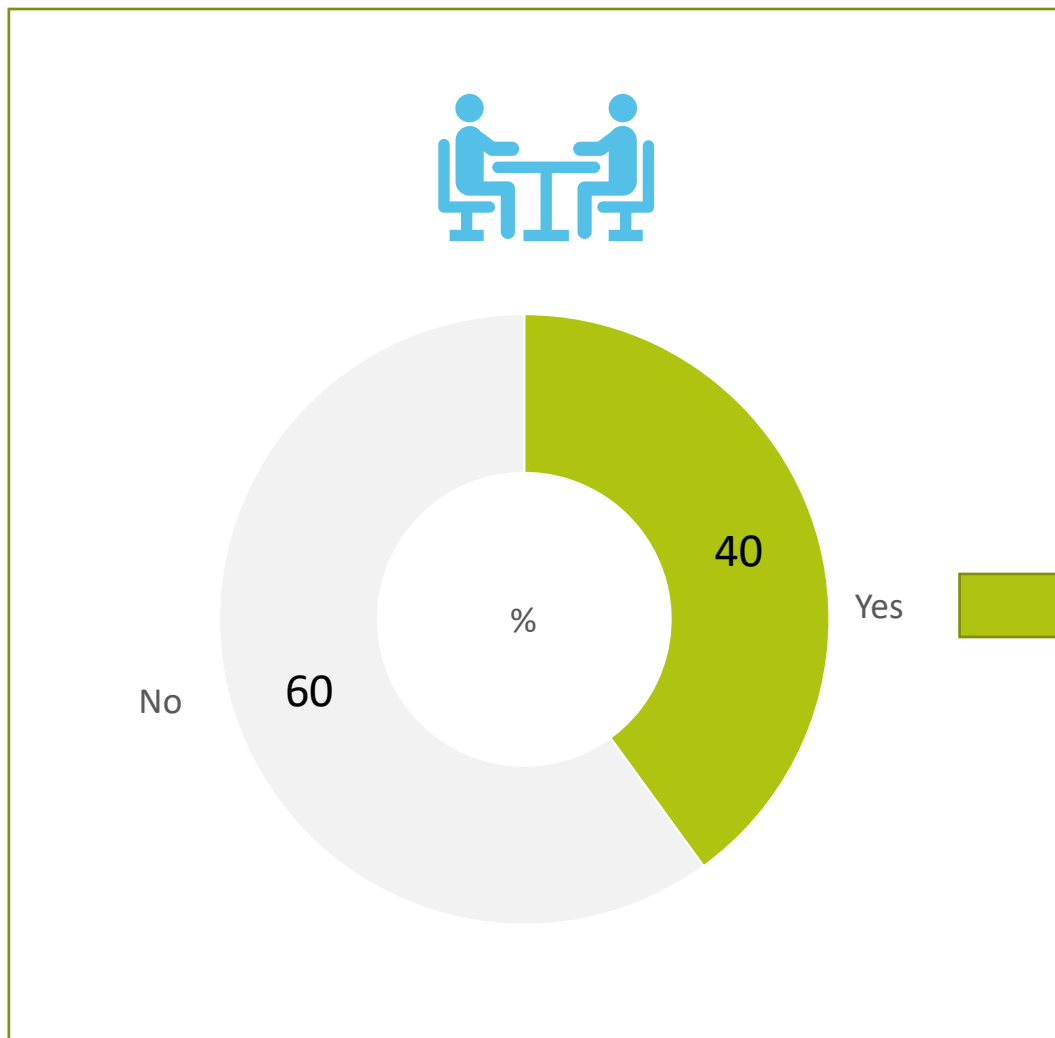


Face to Face Meetings

Overview of Performance - Face to Face Meetings

Base: All Jobseeker Participants N – 1,000

4 in 10 Jobseeker participants had face to face meetings at their local office in 2020, the vast majority of whom were satisfied with all aspects of the experiences.



Q.2a Did you have any telephone, online or face-to-face meetings with your local office this year (i.e. in 2020)?

Q.2b Please indicate your level of agreement with the following statements..

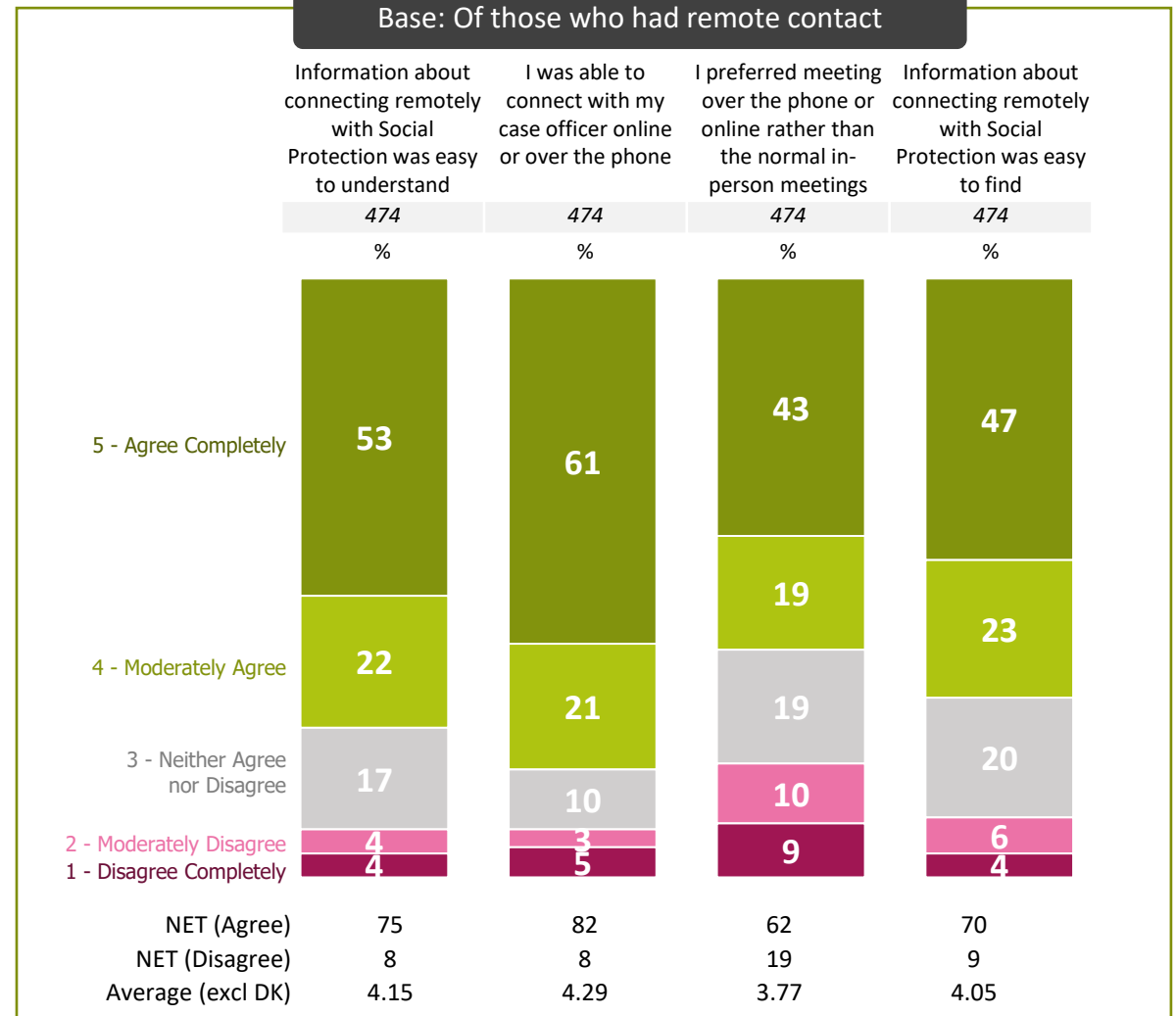
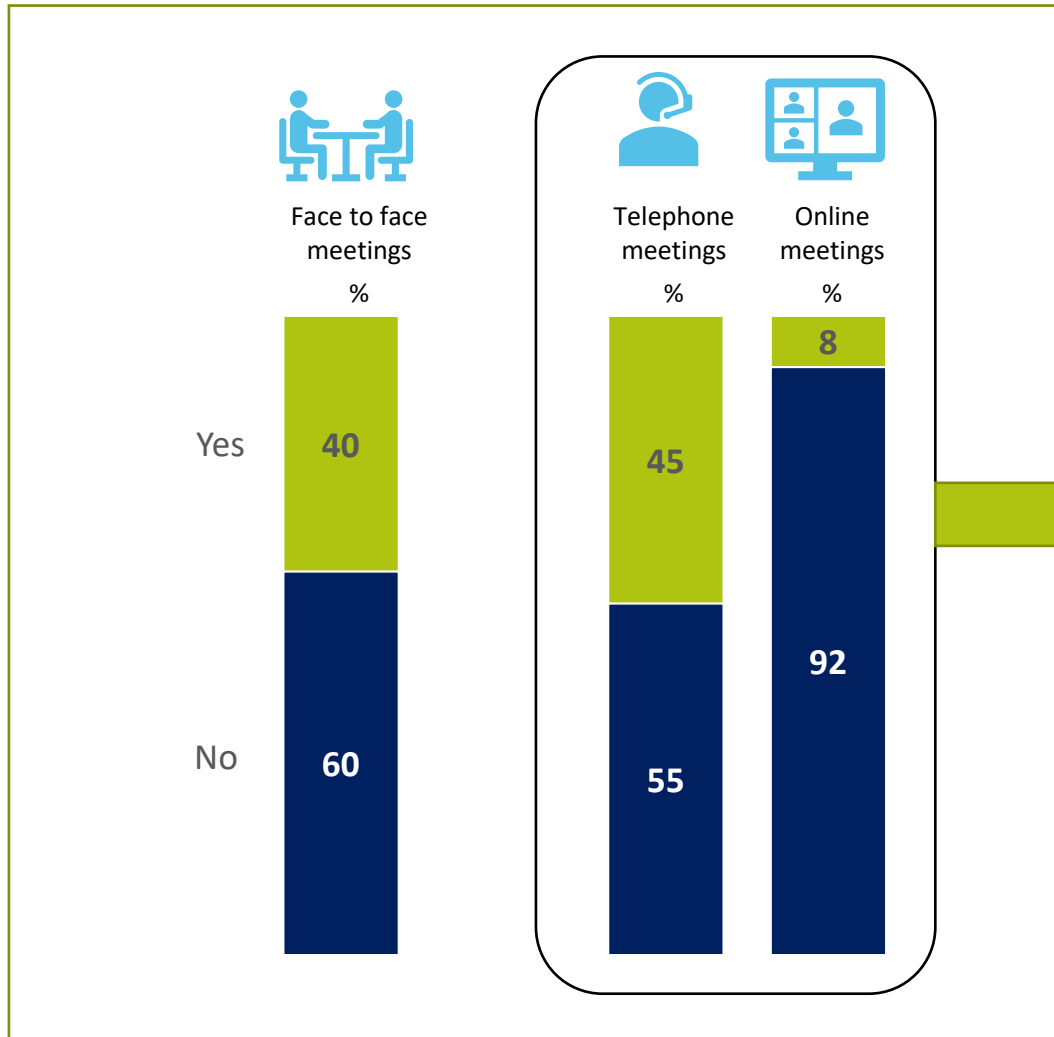


Remote Facilities

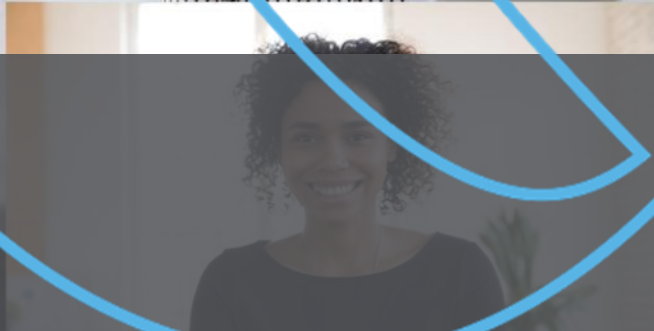
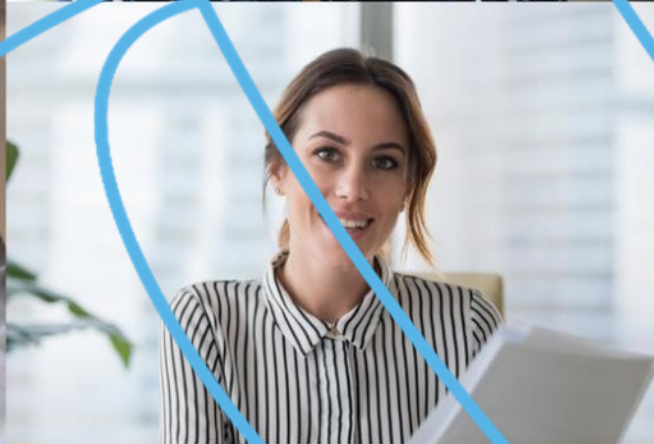
Overview of Performance - Remote Capabilities

Base: All Jobseeker Participants N – 1,000

45% of all Jobseeker participants had telephone meetings with their local office during 2020, with 8% participating in online meetings. Amongst the sub-group of 474 respondents who had either telephone or online meetings, satisfaction is highest with the ability to connect with their case officer online or over the phone.



Q.2a Did you have any telephone, online or face-to-face meetings with your local office this year (i.e. in 2020)?
 Q.2c Please indicate your level of agreement with the following statements..



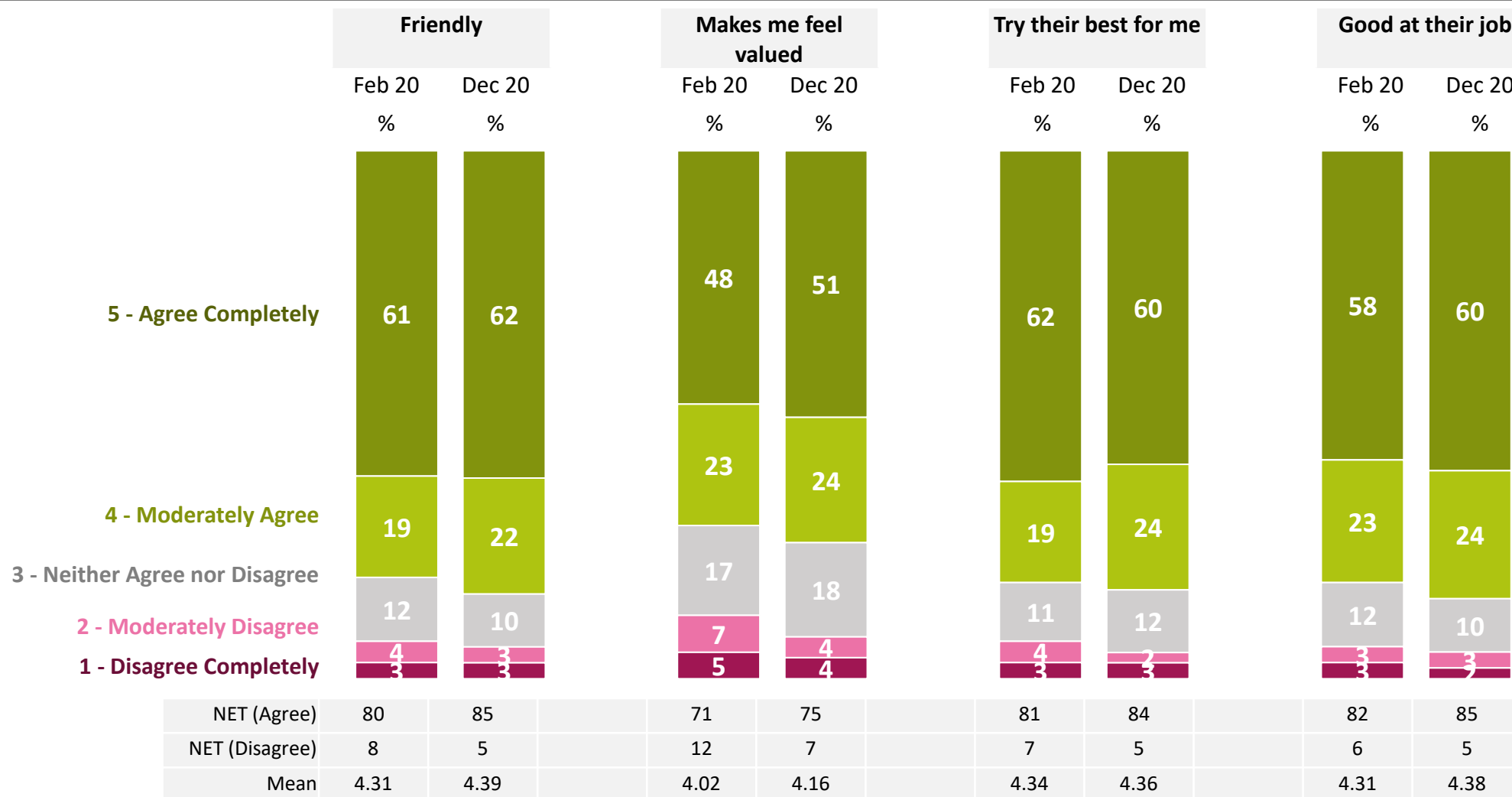
Staff

Overview of Staff Performance - November-December 2020

Base: All Jobseeker Participants N - 1000



Rating of Jobseeker staff is very high across all dimensions, with marginal improvements on staff scores compared to the February 2020 survey.



Q.3 Now thinking about the Intreo centre/Branch office (as appropriate). Please indicate your level of agreement with the following statements. For each statement, please use a scale of 1 to 5, where 1 is 'Disagree Completely' and 5 is 'Agree Completely'.



Services

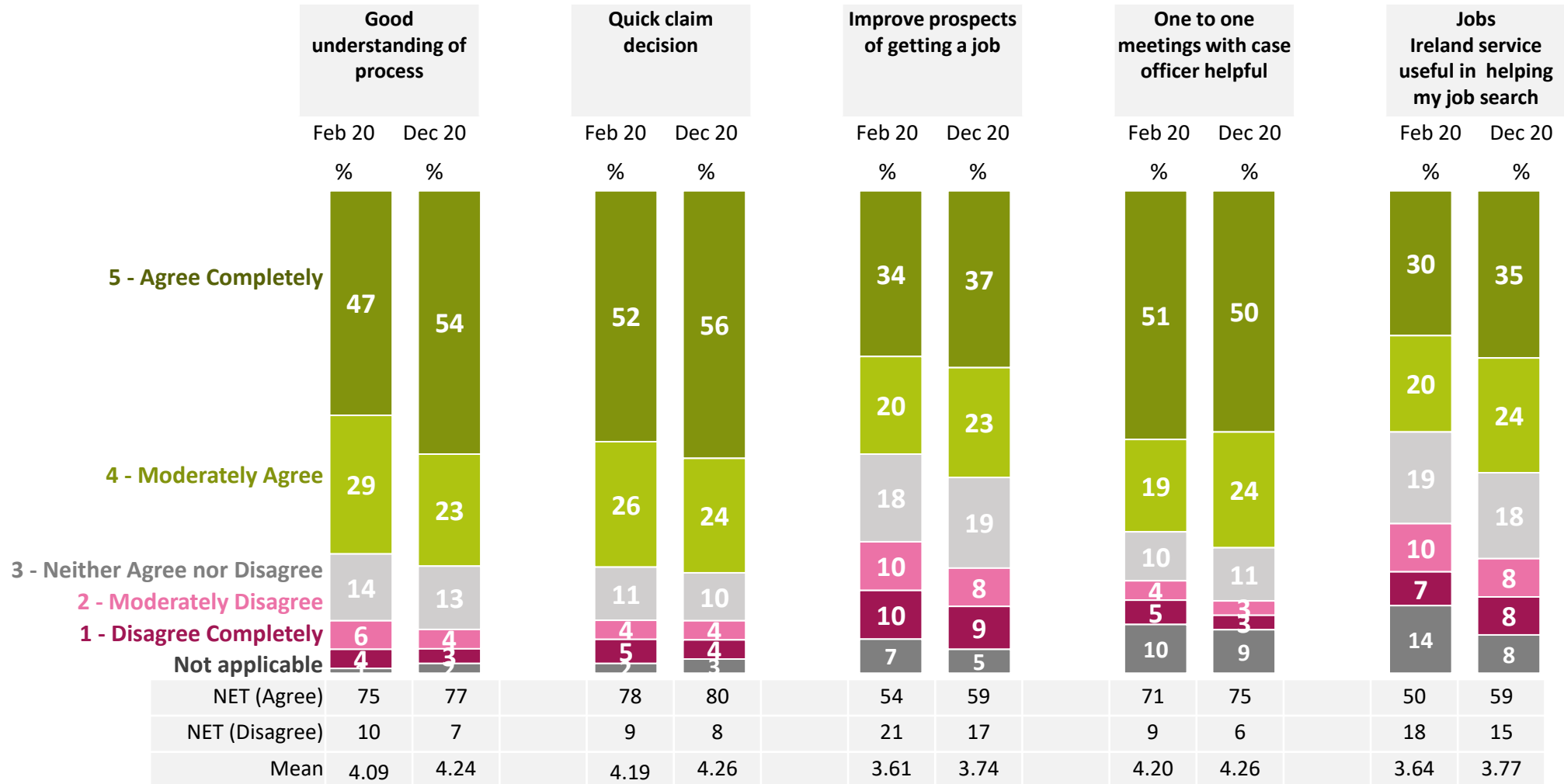
Overview of services performance - November-December 2020

Base: All Jobseeker Participants N - 1000



SERVICES

In terms of services performance, the highest levels of satisfaction are with good understanding of process, quick claim decision and one-to-one meetings with case officers being helpful. Satisfaction with all five services-related factors have increased since the last comparable survey in February 2020, to varying degrees.



Q.4 Now thinking about the Intreo centre/Branch office (as appropriate). Please indicate your level of agreement with the following statements. For each statement, please use a scale of 1 to 5, where 1 is 'Disagree Completely' and 5 is 'Agree Completely'.



Process

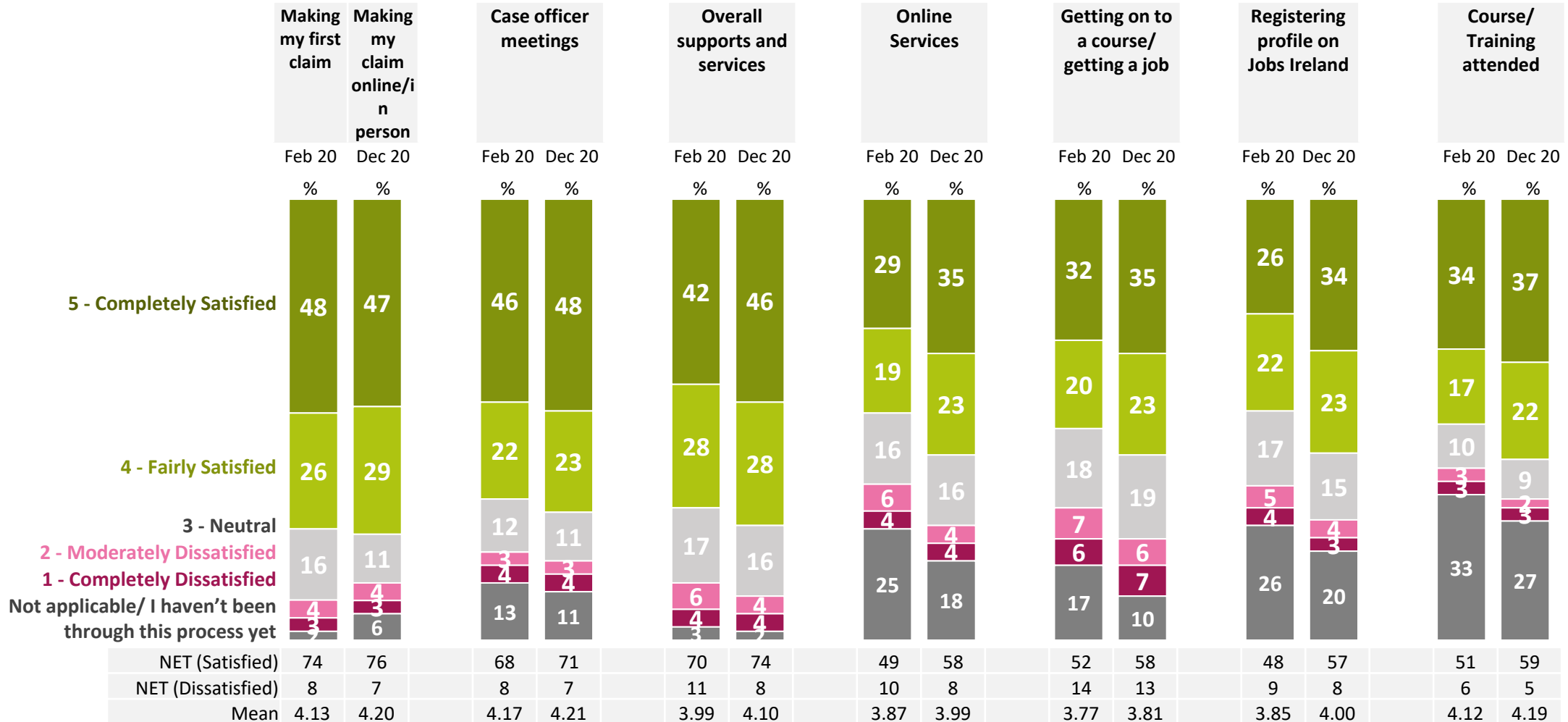
Overview of Process Performance - November/December 2020

Base: All Jobseeker Participants N - 1000



PROCESS

Highest levels of satisfaction with process-related factors are registered for making my claim online/in person, overall supports and services, and case officer meetings. Scores on all process metrics have improved since the January-February 2020 survey, particularly so for online services and registering profile on JobsIreland.



Q.5 Now thinking about the Intreo centre/Branch office (as appropriate). Please indicate your level of agreement with the following statements. For each statement, please use a scale of 1 to 5, where 1 is 'Disagree Completely' and 5 is 'Agree Completely'.

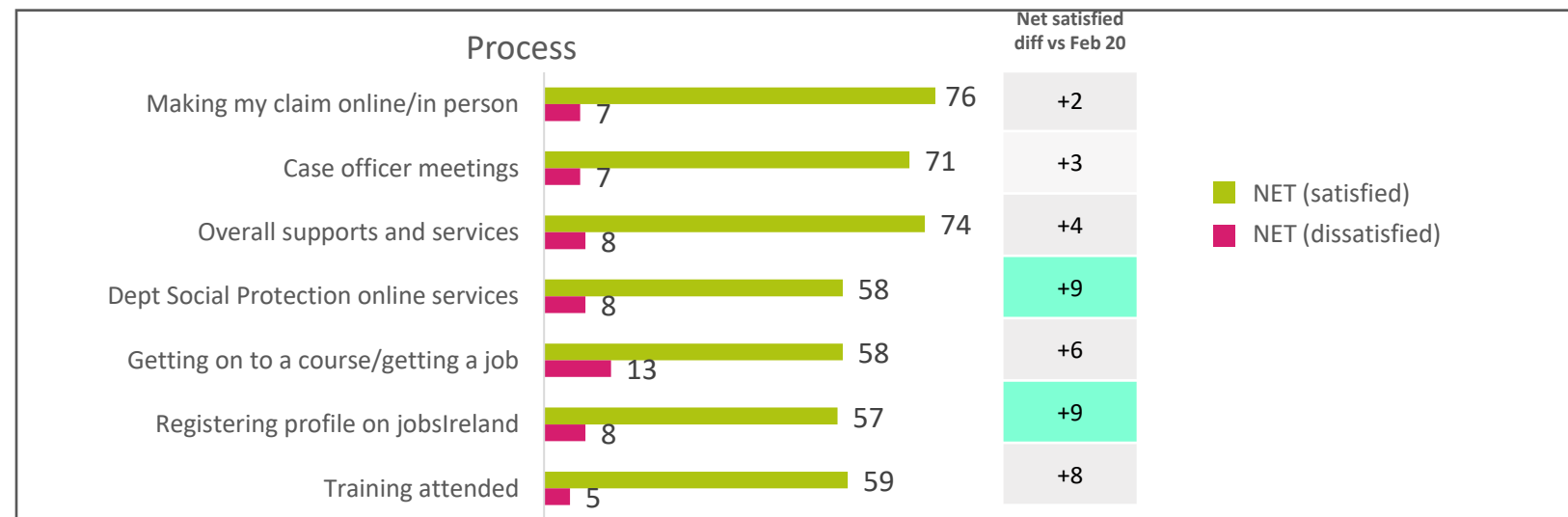
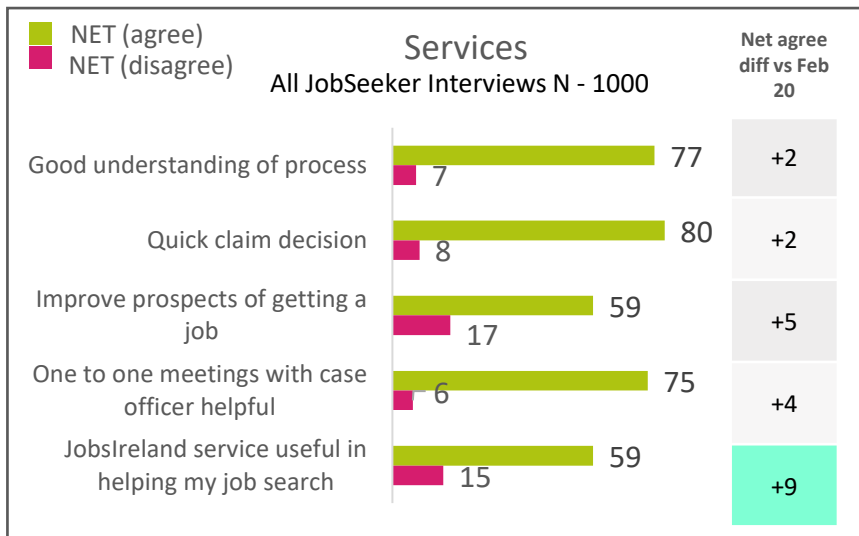
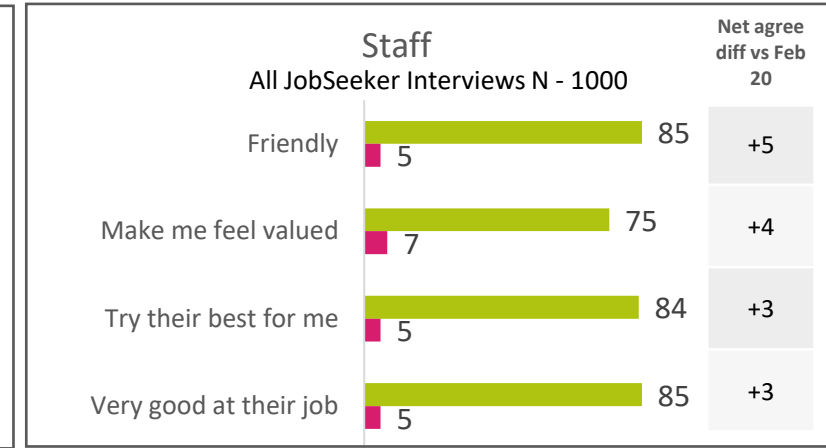
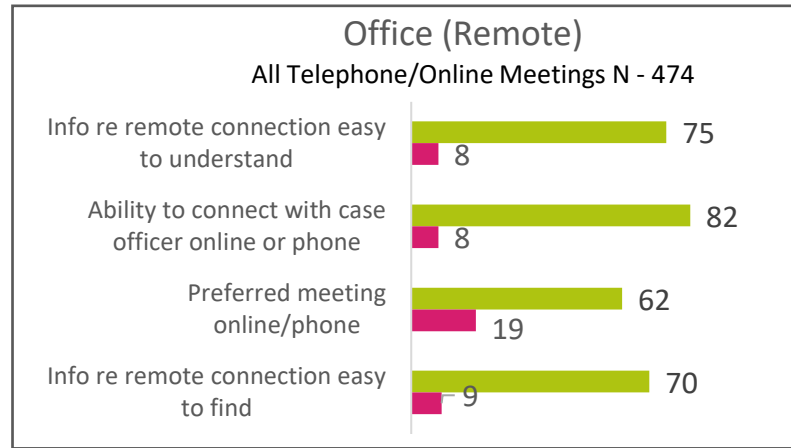
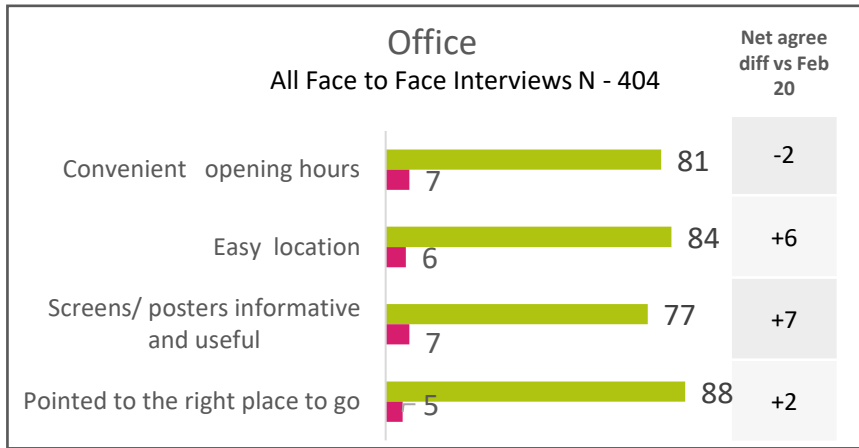
Net Positive/Negative Rating of Jobseekers Service



Base: All Jobseeker Participants N - 1000

The summary below illustrates the fact that levels of satisfaction with the Jobseekers service on all factors measured far outweighs dissatisfaction. In addition, satisfaction with almost all elements of service have increased since the last such survey, especially so in relation to the usefulness of the JobsIreland service, the Dept of Social Protection online services and registering profiles on JobsIreland.

NET (agree) NET (disagree)



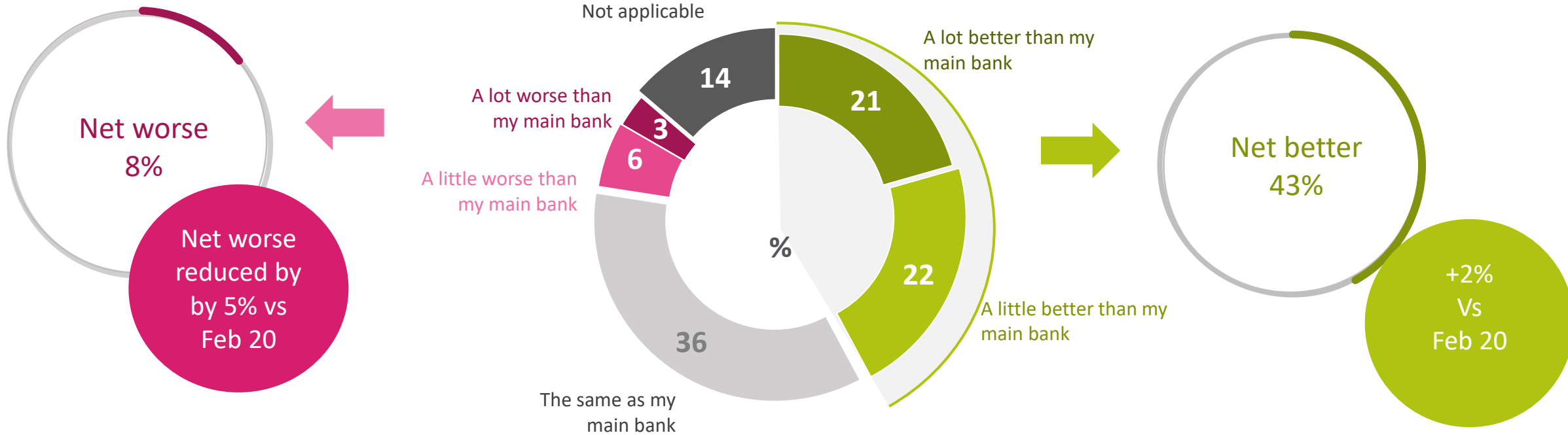
NET (satisfied)
NET (dissatisfied)

Rating of Intreo/Branch Office compared to main bank



Base: All Participants N - 1000

A greater proportion rate the Intreo/Branch service as better than their main bank, by a ratio of 5:1.

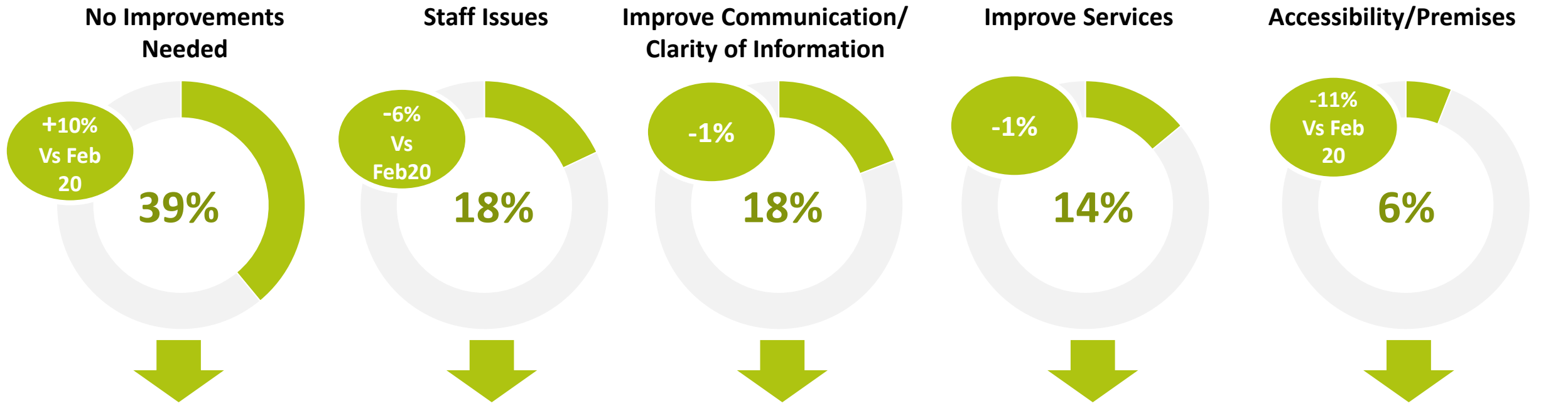


Q. 6 In general terms, how would you rate the Intreo centre/Branch office (as appropriate) services as compared to those offered by your main bank? Would you say the Intreo centre/Branch office (as appropriate) service is

Suggested improvements to overall experience



Base: All Participants N - 1000



- 39% of Jobseekers report no improvements needed, they are happy with service
- Higher for Branch Office at 43%
- Higher for Under 25's at 43%
- Higher for Cork 47%, North-West 42% and Midlands 42%
- Higher for those not working 40% and longer term unemployed 44%

- Dissatisfaction with staff dropped six percentage points (down from 24% in Jan/Feb of this year).
- Females more likely to be disappointed (23%) and those in the West (29%).

- Short term Jobseekers are significantly more likely to seek improvements and clarity around communications (24% vs 12% for longer term unemployed).

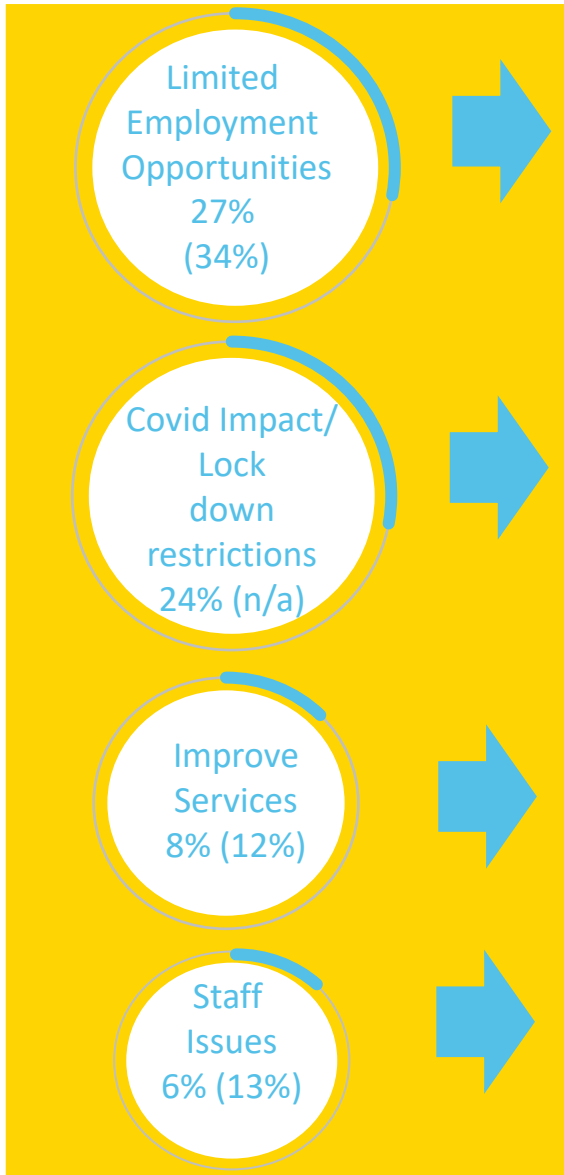
- Provide more online services/claim online, provide/increase courses, provide more jobs, interact with companies and businesses, speed up claims process, were all mentioned at lower levels.
- A further 2% cited Covid restrictions/lockdown while 1% requested more information on courses.

- Reduce waiting time for appointments, extend opening hours, increase meetings, accessible extra locations, upgrade building, better facilities and bigger premises/office space.

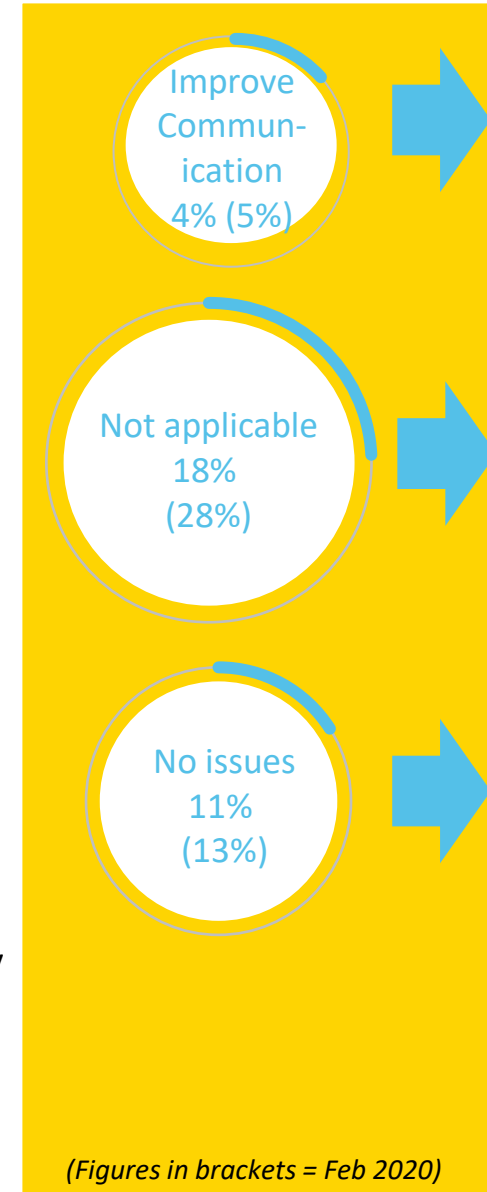
Q.7 What one improvement do you feel the Intreo centre/Branch office (as appropriate) could make to improve your overall experience as a client? Please include as much detail as possible.

Reasons for dissatisfaction

Base: All Participants Not Working N - 746



- Not surprisingly, limited employment opportunities was the main reason for dissatisfaction put forward by over a quarter of those not working. Other reasons included age bracket/retirement for older people, too many applications/interviews/No job placements/Difficulty gaining employment.
- The current Pandemic was mentioned by 24% in total – understandably, this was higher for those recently unemployed at 29%.
- Better awareness of skills/qualifications, assign people to appropriate sectors, improve training courses, improve structure of organisation.
- Dissatisfaction with Staff issues are down by 7 percentage points vs Feb 20 survey. The main reasons for staff dissatisfaction are poor support/attitude of staff, unfriendly or unhelpful staff, poor listening skills or unhelpful case officer.



(Figures in brackets = Feb 2020)

- More communication/Cohesion between jobseekers and job providers regarding vacancies.
- Comprising respondents who stated they were not looking for a job, seasonal work, student, family obligations, carer, disability, retired, suffering with medical/health conditions or were currently waiting to start a job.
- 11% of respondents cited they had no issues and were happy with the service, the service met their expectation, had good case officer and/or helpful staff, support provided.



Thank you.



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Delve Deeper